



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Plow et al. ) Art Unit: 3622  
Serial No.: 09/922,201 ) Examiner: Lastra  
Filing Date: August 2, 2001 ) Case No.: STL9-2000-0037 US1  
For: **SYSTEM, METHOD, AND COMPUTER PROGRAM** ) April 21, 2004  
**PRODUCT FOR SELECTIVELY DISPLAYING** ) 750 "B" Street, Suite 3120  
**INTERNET ADVERTISEMENTS** ) San Diego, CA 92101

TRANSMITTAL LETTER AND SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

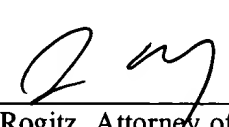
Commissioner for Patents  
Alexandria, VA 22313

Dear Sir:

Pursuant to Sections 1.97, 1.98, and 1.99 of the Rules of Practice in patent cases, enclosed is a copy of the reference cited on the "List of References Cited by Applicant," Form PTO-1449, submitted herewith.

I, the undersigned, certify that after making reasonable inquiry, no information contained in the Supplemental Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application, and that no item of information contained in the information disclosure statement was known to any individual designated in §1.56(c) more than three months prior to the filing of the information disclosure statement. An acknowledgment postcard is also enclosed.

Respectfully submitted,

  
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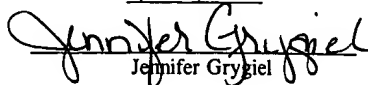
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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service, First Class Mail, postage fully prepaid, under 37 CFR 1.8, addressed to Mail Stop Non-Fee Amendment, Commissioner for Patents, Alexandria, VA 22313 on April 22, 2004.

Date Signed: April 22, 2004

  
Jennifer Grygiel



Form PTO-1449 (modified)

Attorney Docket No.  
STL920000037US1Serial No.  
09/922,201LIST OF PATENTS AND PUBLICATIONS FOR  
APPLICANT(S)' INFORMATION DISCLOSURE STATEMENT

(Use several sheets if necessary)

Applicant(s): PLOW et al.

Filing Date:  
August 2, 2001Group Art Unit:  
3622

## U.S. PATENT DOCUMENTS

Examiner Initials	Document No.	Date	Name	Class	Subclass	Filing Date
	5,848,397	12/08/98	Marsh et al.	705	14	
	5,991,735	11/23/99	Gerace	705	10	
	5,996,006	11/30/99	Speicher	709	218	
	6,011,537	01/04/00	Slotznick	345	115	
	5,796,952	08/18/98	Davis et al.	395	200.54	
	5,801,747	09/01/98	Bedard	348	1	
	6,317,761	11/2001	Landsman et al.	715	513	
	6,336,099	01/2002	Barnett et al.	705	14	
	6,442,529	08/2002	Krishan et al.	705	14	
	6,212,554	04/2001	Roskowski, Steven G.	709	217	
	6,385,591	05/2002	Mankoff, Jeffrey W.	705	14	
	6,343,274	01/2002	McCollom et al.	705	26	

## FOREIGN PATENT DOCUMENTS

Examiner Initials	Document No.	Date	Country	Class	Subclass	Translation Yes No
	WO 01/043014 A1	06/2001	WIPO			No

Examiner Initials	Citation

Examiner

Date Considered

Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).